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22nd ANNUAL REPORT

SHOPLIFTING

IN

SUPERMARKETS

DRUG STORES - DISCOUNT STORES

BY

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COMMERCIAL SERVICE SYSTEMS INC.



COMMERCIAL SERVICE SYSTEMS INC.

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April 30, 1985

TO: ALL FRIENDS OF THE RETAIL INDUSTRY

This TWENTY-SECOND ANNUAL REPORT ON SHOPLIFTING IN SUPERMARKETS, DRUG STORES, AND DISCOUNT STORES is presented on behalf of our retailer clients who participate in our Shoplifting Prevention and Administrative Support System.

The data is presented as a composite of individual written reports of shoplifting apprehensions made by our clients in their stores.

17,647 Reports were received from 797 Supermarkets
3,358 Reports were received from 143 Drug Stores
7,291 Reports were received from 103 Discount Stores

28,296 TOTAL: 1,043

Approximately ninety-three percent (93%) of the cases came from stores located in Southern California. The remaining seven percent (7%) of the cases came from other states.

Shoplifting is insidious and pervasive. It intrudes into all forms of retailing. It is an immediate problem for the retailer who sustains the loss and the cost of expensive countermeasures. It is just as much a problem for the consumer who ultimately pays the bill.

Shoplifting is also nebulous. It consists of countless bits and pieces represented by continuing and endless cases of individual theft. Rarely does an individual theft command much attention because the act ranks low on society's list of problems. This fragmentation contributes to the difficulties of understanding and managing the problem.

Our goal in publishing this report is to provide some insight into the dynamics of shoplifting through the presentation of hard data. We hope that this data will be useful to retailers, the judiciary, the legislature, prosecutorial and law enforcement agencies, and to the public at large.

We are happy to share this data and ask only that users comply with the conditions stated on the following page.



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ESTIMATED SHOPLIFTING LOSSES

The Amount of loss to retail business due to shoplifting is difficult to assess because several factors contribute to total inventory shrink. Those factors include:

Shoplifting	Employee Theft
Vendor Theft	Good faith employee undercharge errors
Inventory errors	Accounting errors

It is impossible to know to what extent each factor contributes to total shrink. We offer the following method of estimating the importance of the shoplifting factor in the equation.

SUPERMARKET

<u>Average Value of Merchandise Recovered per Apprehension</u>	<u>Estimated Number of Incidents per Store per Day</u>	<u>Operating Days per Year</u>	<u>Yearly Loss per Store</u>
\$ 11.97	1	363	\$ 4,345
11.97	2	363	8,690
11.97	3	363	13,035
11.97	4	363	17,380
11.97	5	363	21,726
11.97	6	363	26,071
11.97	7	363	30,416
11.97	8	363	34,761
11.97	9	363	39,106
11.97	10	363	43,451

DRUG STORE

\$ 16.14	1	363	\$ 5,859
16.14	2	363	11,718
16.14	3	363	17,576
16.14	4	363	23,435
16.14	5	363	29,294
16.14	6	363	35,153
16.14	7	363	41,012
16.14	8	363	46,871
16.14	9	363	52,729
16.14	10	363	58,588

DISCOUNT STORE

\$ 24.21	1	363	\$ 8,788
24.21	2	363	17,576
24.21	3	363	26,365
24.21	4	363	35,153
24.21	5	363	43,941
24.21	6	363	52,729
24.21	7	363	61,518
24.21	8	363	70,306
24.21	9	363	79,094
24.21	10	363	87,882

ESTIMATING SHOPLIFTING LOSSES

A FORMULA FOR INDIVIDUAL RETAILERS

PLEASE INDICATE THE PERCENTAGE OF TOTAL INVENTORY SHRINK WHICH YOU BELIEVE THE FOLLOWING FACTORS CONTRIBUTE:

- | | | |
|------|----------------------------------|---------|
| 1. | SHOPLIFTING..... | _____ % |
| 2. | EMPLOYEE THEFT..... | _____ |
| 3. | VENDOR THEFT..... | _____ |
| * 4. | GOOD FAITH CASHIER UNDERCHARGE.. | _____ |
| 5. | INVENTORY-ACCOUNTING ERRORS..... | _____ |
| 6. | OTHER..... | _____ |
| | | 1 0 0 % |

7. MULTIPLY YOUR TOTAL YEARLY INVENTORY SHRINK BY THE PERCENTAGE YOU ATTRIBUTE TO SHOPLIFTING:

$$\begin{array}{rcl}
 \$ \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} \% \\
 \text{TOTAL INVENTORY} & & \text{ATTRIBUTED} \\
 \text{SHRINK IN DOLLARS} & & \text{TO SHOPLIFTING} \\
 & & \text{ESTIMATED} \\
 & & \text{LOSS}
 \end{array}$$

8. FILL IN THE FACTORS WHICH YOU THINK APPLY TO YOUR COMPANY AND MULTIPLY:

$$\begin{array}{rclclcl}
 \$ \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} & = \\
 \text{AVERAGE} & & \text{NUMBER OF SHOP-} & & \text{NUMBER OF} & & \text{NUMBER OF} \\
 \text{THEFT} & & \text{LIFTERS PER} & & \text{OPERATING} & & \text{STORES} \\
 & & \text{STORE PER DAY} & & \text{DAYS} & & \\
 & & & & & & \\
 \$ \underline{\hspace{2cm}} & & & & & & \\
 \text{ESTIMATED SHOPLIFTING LOSS} & & & & & &
 \end{array}$$

9. THE FOLLOWING EXAMPLE PERTAINS TO A 100 STORE COMPANY OPEN 363 DAYS PER YEAR WHICH BELIEVES THAT EACH OF ITS STORES IS VICTIMIZED BY SHOPLIFTERS AN AVERAGE OF 8 TIMES PER DAY:

$$\begin{array}{rclclcl}
 \$ \textbf{11.97} & \times & \textbf{8} & \times & \textbf{363} & \times & \textbf{100} & = \\
 \text{AVERAGE} & & \text{NUMBER OF SHOP-} & & \text{NUMBER OF} & & \text{NUMBER OF} \\
 \text{THEFT} & & \text{LIFTERS PER} & & \text{OPERATING} & & \text{STORES} \\
 & & \text{STORE PER DAY} & & \text{DAYS} & & \\
 & & & & & & \\
 \textbf{\$ 3,476,088} & & & & & & \\
 \text{ESTIMATED SHOPLIFTING LOSS} & & & & & &
 \end{array}$$

10. COMPARE ESTIMATED LOSS IN PARAGRAPH 7 WITH ESTIMATED LOSS IN PARAGRAPH 8.

* Studies of good faith cashier overcharge and undercharge errors indicate a net error in favor of the customer.

ESTIMATED SHOPLIFTING LOSSES

U.S. GROCERY STORES

The April 1985 issue of PROGRESSIVE GROCER MAGAZINE shows the following count of grocery stores:

SUPERMARKETS	30,175
CONVENIENCE STORES	42,950
OTHER STORES	82,875
TOTAL	156,000

In 1984 the average value of the merchandise recovered each time a supermarket shoplifter was apprehended was \$11.97. (Up from \$11.61 in 1983.)

By applying the following formula, we can estimate the yearly shoplifting loss in supermarkets:

\$ 11.97	x	8	x	363	x	30,175
AVERAGE		ESTIMATED NO.		NUMBER OF		NUMBER OF
SHOPLIFTING		INCIDENTS PER		OPERATING DAYS		SUPERMARKETS
THEFT		STORE PER DAY		PER YEAR		IN U.S.A.

\$ 1,048,909,554

TOTAL SHOPLIFTING LOSSES U.S. SUPERMARKETS

If we estimate that the 42,950 convenience stores and the 82,875 other grocery stores in the U.S. are victimized only half as often as supermarkets and that the shoplifter steals only half as much per theft in those stores we can use the same formula to estimate the total loss to shoplifters in all grocery stores:

SUPERMARKETS	\$1,048,909,554
CONVENIENCE STORES	374,180,400
ALL OTHER GROCERY STORES	722,007,000

\$ 2,145,096,954

TOTAL SHOPLIFTING LOSSES ALL U.S. GROCERY STORES

AVERAGE NUMBER OF ITEMS RECOVERED

PER APPREHENSION

SUPERMARKET	3.3
DRUG STORE	3.0
DISCOUNT STORE	3.1

SEPARATE CATEGORIES						
	ADULT MALES	ADULT FEMALES	TOTAL ADULTS	TOTAL JUVENILES	TOTAL MALE JUVENILES	TOTAL FEMALE JUVENILES
SUPER MARKET	2.9	4.2	3.4	2.9	2.4	3.7
DRUG STORE	3.0	3.8	3.4	2.5	2.0	3.2
DISCOUNT STORE	2.3	4.4	3.4	2.9	2.0	4.2

AVERAGE VALUE OF MERCHANDISE RECOVERED PER APPREHENSION

ALL CASES	
SUPERMARKET	\$ 11.97
DRUG STORE	\$ 16.14
DISCOUNT STORE	\$ 21.24

SEPARATE CATEGORIES						
	ADULT MALES	ADULT FEMALES	TOTAL ADULTS	TOTAL JUVENILES	TOTAL MALE JUVENILES	TOTAL FEMALE JUVENILES
SUPER MARKET	13.14	13.48	13.29	8.90	7.54	11.07
DRUG STORE	21.65	22.21	21.93	9.36	7.69	11.55
DISCOUNT STORE	25.08	31.32	28.25	19.99	17.73	23.19

NUMBER OF CASES IN WHICH 1 TO 25 ITEMS WERE RECOVERED

	SUPERMARKET		DRUG STORE		DISCOUNT STORE	
NUMBER OF ITEMS	NUMBER OF CASES	PERCENT	NUMBER OF CASES	PERCENT	NUMBER OF CASES	PERCENT
1	6653	37.7%	1590	47.3%	3374	46.3%
2	3882	22.0%	638	19.0%	1338	18.3%
3	2040	11.6%	354	10.5%	734	10.0%
4	1429	8.1%	213	6.3%	471	6.5%
5	921	5.2%	119	3.5%	332	4.6%
6	667	3.8%	113	3.4%	240	3.3%
7	447	2.5%	62	1.8%	129	1.8%
8	349	2.0%	41	1.2%	118	1.6%
9	250	1.4%	44	1.3%	105	1.4%
10	228	1.3%	40	1.2%	84	1.1%
11	141	.8%	23	.7%	66	.9%
12	118	.7%	16	.5%	47	.6%
13	85	.5%	21	.6%	38	.5%
14	55	.3%	12	.4%	33	.45%
15	51	.29%	14	.4%	24	.32%
16	38	.21%	4	.1%	20	.27%
17	33	.18%	5	.1%	15	.20%
18	35	.19%	8	.2%	15	.20%
19	17	.09%	4	.1%	3	.04%
20	34	.19%	7	.2%	13	.17%
21	24	.13%	2	.05%	13	.17%
22	17	.09%	2	.05%	6	.08%
23	15	.08%	3	.08%	3	.04%
24	10	.05%	3	.08%	8	.10%
25	9	.05%	0	-	5	.06%
OTHER	101	.57%	20	.6%	58	.8%

VALUE RANGE

MERCHANDISE RECOVERED

NUMBER OF CASES WITHIN EACH VALUE RANGE

	SUPERMARKET		DRUG STORE		DISCOUNT STORE	
DOLLAR AMOUNT	NUMBER OF CASES	PERCENT	NUMBER OF CASES	PERCENT	NUMBER OF CASES	PERCENT
UNDER 50¢	922	5.2%	199	5.9%	262	3.6%
50¢ - \$ 1	844	4.8%	159	4.7%	100	1.4%
\$1 - \$ 5	6707	38.0%	1000	29.8%	1623	22.3%
\$5 - \$10	3846	21.8%	705	21.0%	1635	22.4%
\$10 - \$25	3446	19.5%	740	22.0%	1931	26.5%
\$25 - \$50	1274	7.21%	345	10.3%	948	13.0%
\$50 - \$75	320	1.8%	102	3.0%	357	4.9%
\$75 - \$100	116	.65%	42	1.25%	184	2.5%
\$100 - \$150	96	.54%	41	1.22%	143	2.0%
\$150 - \$200	34	.19%	8	.23%	45	.6%
OVER \$200	43	.24%	17	.5%	64	.9%

SHOPLIFTERS REFERRED TO POLICE

ADULTS PROSECUTED

	TOTAL ADULTS	ADULT MALES	ADULT FEMALES
SUPERMARKET	38.7	41.8	34.6
DRUG	37.9	41.8	34.0
DISCOUNT	44.4	43.7	45.1

JUVENILES REFERRED

	TOTAL JUVENILES	JUVENILE MALES	JUVENILE FEMALES
SUPERMARKET	29.3	28.7	30.3
DRUG	19.7	17.7	22.2
DISCOUNT	32.8	31.1	35.2

WHEN APPREHENSION OCCURRED

TIME OF DAY			
TIME OF DAY	SUPER MARKET	DRUG STORE	DISCOUNT STORE
BEFORE NOON	11.4	11.3	8.7
NOON - 3:00	23.9	29.3	31.0
3:00 - 6:00 PM	34.5	35.4	35.9
6:00 - 9:00 PM	21.9	20.8	21.9
9:00 - MIDNIGHT	5.8	1.7	2.1
AFTER MIDNIGHT	.3	.0	.0
NOT INDICATED	1.1	1.2	.2

SEX OF SHOPLIFTER

ADULTS			
	ADULTS SUPERMARKETS	ADULTS DRUG STORES	ADULTS DISCOUNT
MALE	56.9	49.8	49.0
FEMALE	43.0	50.1	50.9
JUVENILES			
	JUVENILES SUPERMARKETS	JUVENILES DRUG STORES	JUVENILES DISCOUNT
MALE	61.4	56.7	58.5
FEMALE	38.5	43.2	41.8

WHEN APPREHENSION OCCURRED

MONTH			
MONTH	SUPER MARKET	DRUG STORE	DISCOUNT STORE
JAN	11.2	8.3	5.8
FEB	10.7	8.3	5.9
MAR	10.8	10.0	8.8
APR	8.7	8.6	7.5
MAY	8.9	7.6	7.2
JUN	9.1	6.7	7.7
JUL	8.5	6.3	6.1
AUG	7.0	8.0	8.9
SEP	6.5	6.9	8.1
OCT	6.1	9.4	9.5
NOV	6.2	7.9	11.9
DEC	5.8	11.2	11.8

DAY			
DAY	SUPER MARKET	DRUG STORE	DISCOUNT STORE
MON	12.2	11.5	12.1
TUE	14.5	12.9	12.6
WED	15.1	14.2	12.6
THUR	14.7	15.0	13.4
FRI	16.3	16.9	16.1
SAT	13.5	17.1	19.7
SUN	13.0	11.9	13.2

AGE OF SHOPLIFTER

AGE GROUP	SUPER MARKET	DRUG STORE	DISCOUNT STORE	SIZE OF AGE GROUP WITHIN THE GENERAL POPULATION *
UNDER 12	4.7%	11.4%	6.9%	17.8%
12 - 17	16.9	26.4	30.5	40.3
18 - 29	36.3	28.9	37.4	21.9
30 - 39	20.5	15.7	15.0	13.9
40 - 49	8.9	6.6	5.5	10.0
50 - 59	6.0	4.9	2.3	10.3
OVER 60	6.4	5.8	2.0	15.7

* 1980 Census

SHOPLIFTERS UNDER 30 YEARS OF AGE

SUPERMARKET	57.9
DRUG STORE	66.7
DISCOUNT STORE	74.8

CIGARETTES RECOVERED

1982 - 1984

<u>COMPANY</u>	<u>PERCENTAGE OF CASES IN WHICH ONE OR MORE CIGARETTE ITEMS WERE RECOVERED</u>			<u>PERCENTAGE OF TOTAL VALUE OF MERCHANDISE RECOVERED WHICH WAS CIGARETTES</u>		
	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>
A	11.4	24.0	23.7	10.8	28.5	31.3
B	8.8	11.4	15.4	10.5	24.1	22.2
C	6.6	10.3	14.7	12.5	25.4	32.4
D	14.6	21.7	26.6	13.5	23.6	29.4
E	11.2	22.0	26.8	3.4	22.6	20.8
F	17.4	21.0	29.7	8.6	11.0	21.1
G	19.5	34.7	32.3	8.5	31.3	26.4
H	7.2	13.1	11.1	9.7	17.7	17.9

VALUE OF MERCHANDISE RECOVERED

TOTAL VALUE

CIGARETTES AS PERCENTAGE OF TOTAL

	TOTAL VALUE MERCHANDISE RECOVERED	VALUE OF CIGARETTE MERCHANDISE RECOVERED	CIGARETTE MERCHANDISE AS PERCENTAGE OF TOTAL
SUPERMARKET	\$211,412	\$46,635	22.1%
DRUG STORE	\$ 54,222	\$ 3,177	5.9%
DISCOUNT STORE	\$176,608	\$ 1,470	.08%

CATEGORIES OF MERCHANDISE RECOVERED

Indicates the percentages of cases in which one or more items within the indicated categories were recovered.

	SUPER MARKET	DRUG STORE
FRESH MEAT	13.2	-
DELI	8.8	-
OTHER FOOD ITEM	21.5	.3
LIQUOR	9.2	4.8
CIGARETTES	19.1	5.8
VITAMINS	1.0	1.0
HEALTH & BEAUTY AIDS	11.4	.2
CLOTHING	5.2	6.3
OTHER NON FOOD ITEM	35.1	95.2

METHODS OF CONCEALMENT

INDICATES PRIMARY METHOD OF
CONCEALMENT REPORTED

	SUPER MARKET	DRUG STORE	DISCOUNT STORE
PURSE	28.2	25.4	28.3
SHOPPING BAG	2.1	2.7	2.9
OTHER BAG	3.6	4.9	2.8
PROFESSIONAL	.4	.3	.3
POCKET	23.1	28.8	27.4
LABEL SWITCHER	1.1	.5	1.5
ACCOMPLICE	3.0	3.8	3.1
UNDER CLOTHING	29.3	24.3	20.9
OTHER METHOD	8.5	8.9	12.2
NOT INDICATED	.2	.1	.0

SUPERMARKET SHOPLIFTING DATA 1973 - 1984

YEAR AND NUMBER OF CASES	PERCENT OF ADULTS PROSECUTED	PERCENT OF JUVENILES TO POLICE	DAY WHEN MOST SHOPLIFTERS WERE CAUGHT	MONTH WHEN MOST SHOPLIFTERS WERE CAUGHT	TIME PERIOD WHEN MOST SHOPLIFTERS WERE CAUGHT	AGE GROUP MOST OFTEN APPREHENDED	PERCENT OF SHOPLIFTERS UNDER THIRTY YEARS OLD	RATIO OF MALE-FEMALE APPREHENSIONS	PERCENT CONCEALED IN POCKET-PURSE OR UNDER CLOTHING	AVERAGE NUMBER OF ARTICLES RECOVERED	AVERAGE VALUE OF MERCHANDISE RECOVERED
1984 17,648	38.7	29.3	FRI	JAN	3-6 PM	18-29	57.9%	58.3% M 41.6% F	80.6%	3.3	\$11.97
1983 19,773	36.8%	27.9%	THURS	MAR APR	3-6 PM	18-29	61.5%	59.0% M 40.9% F	80.8%	3.1	\$11.61
1982 17,653	39.9%	30.8%	THURS	JUL	3-6 PM	18-29	64.0%	57.5% M 42.4% F	80.7%	3.1	\$10.77
1981 14,285	41.9%	34.1%	TUES	OCT	3-6 PM	18-29	64.9%	54.7% M 45.2% F	80.0%	3.2	\$10.06
1980 11,484	37.6%	32.1%	MON TUES	OCT	3-6 PM	18-29	63.9%	49.0% M 50.9% F	79.3%	3.2	\$ 8.69
1979 14,720	34.1%	24.7%	MON TUES	MAR	3-6 PM	18-29	62.8%	55.3% M 43.6% F	78.0%	3.1	\$ 7.37
1978 17,326	33.0%	21.7%	WED	APR	3-6 PM	18-29	70.6%	54.9% M 44.3% F	78.4%	3.2	\$ 6.39
1977 16,255	35.3%	24.7%	FRI MON	MAY	3-6 PM	18-29	70.2%	52.6% M 47.3% F	80.6%	3.2	\$ 5.99
1976 16,100	35.7%	24.9%	THURS	MAR	3-6 PM	18-29	71.6%	51.4% M 48.6% F	81.3%	3.2	\$ 5.90
1975 18,303	37.3%	24.1%	WED	JAN	3-6 PM	18-29	71.2%	54.2% M 45.7% F	81.1%	3.0	\$ 4.91
1974 18,165	42.3%	25.8%	FRI	MAR APR	3-6 PM	12-17	71.3%	56.5% M 43.5% F	79.2%	3.1	\$ 4.97
1973 14,790	42.6%	25.0%	THURS	OCT NOV	3-6 PM	12-17	69.5%	51.2% M 48.8% F	79.4%	3.0	\$ 4.32

SHOPLIFTING DATA 1980 - 1984

YEAR AND NUMBER OF CASES	PERCENT OF ADULTS PROSECUTED	PERCENT OF JUVENILES TO POLICE	DAY WHEN MOST SHOPLIFTERS WERE CAUGHT	MONTH WHEN MOST SHOPLIFTERS WERE CAUGHT	TIME PERIOD WHEN MOST SHOPLIFTERS WERE CAUGHT	AGE GROUP MOST OFTEN APPREHENDED	PERCENT OF SHOPLIFTERS UNDER THIRTY YEARS OLD	RATIO OF ADULT MALE-FEMALE APPREHENSIONS	PERCENT CONCEALED IN POCKET-PURSE OR UNDER CLOTHING	AVERAGE NUMBER OF ARTICLES RECOVERED	AVERAGE VALUE OF MERCHANDISE RECOVERED
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DRUG STORES

1984 3,358	37.9%	19.7%	SAT	DEC	3-6 PM	18-29 12-17	66.7%	53.0% M 46.9% F	78.5%	3.0	\$16.14
1983 3,997	39.5%	23.4%	SAT	MAR	3-6 PM	18-29 12-17	64.6%	48.1% M 51.8% F	75.8%	2.8	\$14.89
1982 4,755	36.9%	20.7%	FRI	DEC	3-6 PM	18-29	63.8%	45.6% M 54.3% F	72.5%	2.9	\$13.48
1981 6,810	25.9%	17.7%	FRI	DEC	3-6 PM	12-17 18-29	57.7%	52.4% M 47.5% F	71.3%	2.5	\$11.77
1980 4,205	25.2%	18.8%	SAT	OCT NOV DEC	3-6 PM	12-17 18-29	67.0%	49.0% M 50.9% F	69.4%	2.8	\$ 9.56

DISCOUNT STORES

1984 7,297	44.4%	32.8%	FRI SAT	NOV DEC	3-6 PM	18-29	74.8%	53.7% M 46.2% F	76.6%	3.1	\$24.21
1983 7,311	48.9%	35.9%	SAT	OCT	3-6 PM	18-29	74.2%	48.1% M 51.8% F	72.7%	3.4	\$27.12
1982 7,986	51.5%	42.1%	SAT	JUL	3-6 PM	18-29	76.7%	44.8% M 55.1% F	71.1%	3.2	\$29.00
1981 6,103	52.7%	37.0%	SAT	AUG	3-6 PM	18-29	76.2%	39.3% M 60.6% F	69.1%	3.6	\$29.11
1980 1,257	61.3%	43.9%	TUE	OCT	Noon-3 PM	18-29	62.8%	43.4% M 56.5% F	52.8%	5.0	\$48.46



COMMERCIAL SERVICE SYSTEMS INC.

COMMERCIAL SERVICE SYSTEMS, INC. is an investigative company which specializes in retail security systems for the control of losses due to DISHONEST and INEFFICIENT PERSONNEL and SHOPLIFTING. The company was incorporated in 1946. Executive offices are located in Van Nuys, California.

Clients are provided services in a wide area of the United States from offices in the following locations:

CORPORATE OFFICES

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VAN NUYS, CA 91407
(213) 873-4222

LOS ANGELES DIVISION

2315 BURBANK BLVD.
BURBANK, CA 91506
(818) 648-0044

ORANGE COUNTY DIVISION

1230 SIMON CIRCLE
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ANAHEIM, CA 92806
(714) 630-7004

SAN DIEGO DIVISION

4442 VANDEVER AVENUE
SAN DIEGO, CA 92120
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PACIFIC NORTHWEST DIVISION

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